

School of Marketing and International Business

MARK 301 MARKETING COMMUNICATIONS (DISTANCE)

Trimester Two 2012

COURSE OUTLINE

Contact Details

The Course Co-ordinator and Lecturer: Dr. Daniel Laufer

E-mail: dan.laufer@vuw.ac.nz

Course Administrator: Asako Clear

Your first point of contact should be the course tutor(s) through the online discussion boards on Blackboard.

Trimester Dates

Please note the following dates for this trimester:

Teaching Period: Monday 16 July – Friday 19 October

Study Period: Monday 22 October – Thursday 25 October (Monday 22 October is a public holiday, Labour Day)

Examination Period: Friday 26 October – Saturday 17 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday, 28 September. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation.

The application form is available from either of the Faculty's Student Customer Service Desks.

Course Content

As a quick reference, the course is broken down into 10 modules as follows:

WEEK	MODULE NO	SUBJECT	READING
	PART 1:	THE CONCEPT OF COMMUNICATIONS AND THEORETICAL FRAMEWORKS	.
1	1.1	Introduction to Marketing Communications	Chap 1:p. 1-8
2	1.2	Consumer Perspectives and Brand Equity	Chap 4 & Chap 1: 9-24
3	1.3	Writing a communications plan/Ethical considerations in marketing communications	Chap 5: 112-131
	PART 2:	COMMUNICATIONS TOOLS, MEDIA, WRITING OF COMMUNICATIONS PLANS	
4	2.1	The communications process and Persuasion	Chap 2 & 3
5	2.2	Advertising management	Chap 5: 113-124, Chap 6,
6	2.3	Media and Media scheduling	Chap 8, 9, 11
7	2.4	Technology based communications	Chap 10, 12
	PART 3:	BRINGING IT ALL TOGETHER/ SPECIALIST AREAS - SOCIAL	
8	3.1	Personal selling and Sales promotion	Chap 13, 15
9	3.2	Public relations, Sponsorship and Cause related marketing	Chap 14
10	3.3	Social marketing, Global communications, Measurement and Summary	Chap 7

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives:

1. Explain the place of Integrated Marketing Communications in the overall strategy of a business;
2. Explain how effective marketing communications and brand management contributes to business value;
3. Describe the communication process, including the communications mix, and explain the objectives that marketing communications efforts attempt to accomplish within the target audience;
4. Summarise the impact of consumer diversity and the importance of targeting marketing communications to specific consumer groups, both within the context of New Zealand society and internationally;
5. Explain the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice;
6. Design and execute an Integrated Marketing Communications plan.

Course Delivery

As this is a distance course, all course content is located on the USB/Flashdrive. The assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

USB/Flashdrive

Instructions on how to run the USB/Flashdrive are on the USB/Flashdrive for both Windows and Mac users. Open up the USB and follow the visual instructions. The visual instructions are also available on Blackboard.

Blackboard

Once students are enrolled onto the course, they can navigate around using the left hand panel (main menu).

Please be aware that there is a \$20 fee for any replacement course USB/Flashdrive.

Communication of Additional Information

For any course content related questions or course administration queries or problems, including Blackboard issues, please first go into the appropriate *Discussion* as solutions or hints to these queries are often provided by your classmates and tutors who will be overseeing and facilitating these discussions. For unresolved queries relating to the above issues, contact the MARK 301 (Distance) Course Co-ordinator, Daniel Laufer, e-mail: dan.laufer@vuw.ac.nz.

Expected Workload

MARK 301 (Distance) is a 15-point course. In keeping with this, the workload expectations for this course amount to approximately 10 hours of study per week, over the trimester. This will be divided up between video lectures, interactivities, assigned reading, discussion board posting and assignment preparation. It is vital that you meet all compulsory assessments according to established dates and times.

Group Work

There is no group work in MARK 301 (Distance).

Readings

The prescribed text for the course is:

Chitty, W., Barker, N. & Shimp, T. (2008). *Integrated Marketing Communications: Second Asia Pacific Edition*. Australia: Cengage Learning.

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's module.

You must have the 2nd edition as most of your mandatory Discussion Board cases are taken from this.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz.

Materials and Equipment

Please refer to the website associated with MARK 301 (Distance) on blackboard for information about how to run the USB/Flashdrive. The instructions are also located on your USB/Flashdrive itself: double click on the USB to open it and follow the visual instructions that are located in both the Windows users folder and the Mac users folder.

Assessment Requirements

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below. Each of these elements seeks to test the students' knowledge as well as provide an outlet to practise and display their critical and creative thinking related to the subject.

- **Discussion Board Postings** 15%

This is an essential part of the course. Students must contribute to the weekly Discussion Board within the time frames outlined in the assessment folder on Blackboard. You must contribute to all 10 discussion boards, and you must not post late for more than two of these discussions to fulfil mandatory course requirements. Each posting will be assessed for quality and originality. Your discussion board postings will be evaluated and recorded at the end of each week by the tutors, using the rubric noted below.

Compulsory discussion board postings	Unacceptable (0)	Ok (0.5)	Good (1)	Excellent (1.5)
Quality & originality of posting	Comments are uninformative and unhelpful to the discussion.	Comments are sometimes constructive, and show some relevance to the discussion. Demonstrates a lack of understanding in some areas.	Comments are usually insightful and relevant, and make use of the course terminology. Provides a solid answer but it lacks originality.	Comments are insightful and constructive to the discussion. Course terminology is used, demonstrating understanding and preparation. Demonstrates originality.

- **Assignment 1: Essay** (2000 word limit)
Due Thursday 16th August 8pm (NZ time)
(*Learning Objectives: 1 – 5*) 15%

- **Assignment 2: IMC Project** (3000 word limit)
Assignment Due Thursday 4th October 8pm (NZ time)
(*Learning Objectives: 1 – 6*) 30%
- **Final examination** TBA Two hours closed book.
(*Learning Objectives: 1-5*) 40%

The examination period is Friday 26 October – Saturday 17 November (inclusive). It is possible to sit the exam away from Wellington but you will have to pay the cost in doing so. Contact the Commerce Exams Coordinator, Robyn McCallum (robyn.mccallum@vuw.ac.nz) for more details.

For further information on the assignments please refer to the Blackboard site.

Quality Assurance Note

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Penalties

If assignments are submitted late, you will lose 10% per day for each day. In other words, if you score 75% on an assignment, but it is 2 days late, you would lose 20% of 75%, and your final score would be 60%. Assignments received 7 days after the due date will not be marked. Consequently this may jeopardise your ability to pass the course. Note that an extension will only be granted by the course coordinator in unusual circumstances, such as a serious illness or family bereavement.

A word limit is set so that staff can give equal attention to everybody's work. It is also important to remember that more does not equal better, and that concise communication is highly valued in business. You will be penalised by a loss of 10% of marks for every 100 words over the limit.

Finally, there will be penalties associated with late submission of discussion board postings, both through loss of a punctuality mark and potential failure to meet Mandatory Course Requirements, as described below. Postings received after the deadline will have 0.5 mark penalty, per day. For example, a posting that is one day late will lose 0.5 mark, two days late will lose 1 mark, etc.

Mandatory Course Requirements

The course requirements for MARK 301 (Distance) are that:

You **MUST** contribute to **all** 10 compulsory discussion boards. In addition, much like tutorial attendance on campus, it is a mandatory requirement that you not post late for more than 2 of these discussions.

Students must submit both assignments by the due date and sit the final examination during examination week (and achieve at least 40% in the final examination).

Please go to the *Assessment* section in the main menu for more information.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at

<http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at

<http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at

www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce Office

<http://www.victoria.ac.nz/vbs/studenthelp>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>